



# Community Television Review

National Federation of Local Cable Programmers

Vol. 11, #5 December 1988



\$3.00

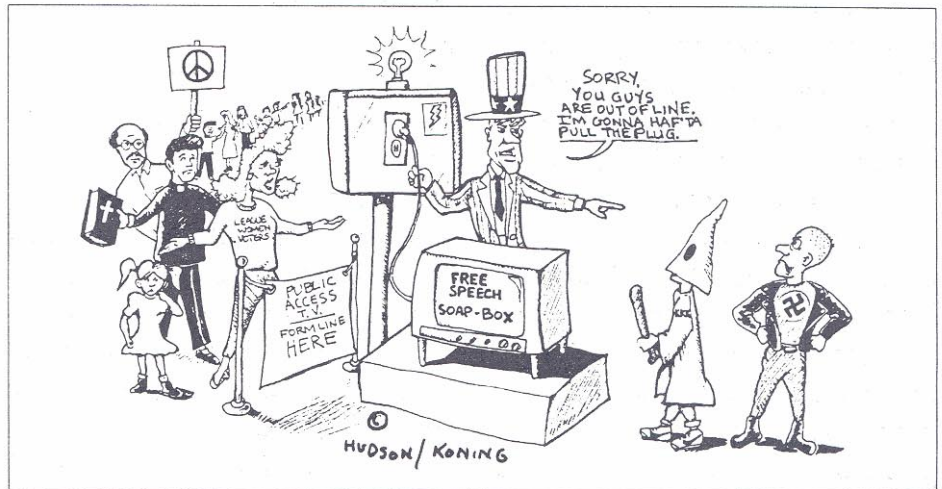
## N.P.O. ACCESS!

by Dave Keyes

Of course every organization in the world should be using public access, but if you want this article to say recruiting organizations to produce access programming is easy, turn the page. If you're an organization and you want to hear that video production is quick and easy, you will be disappointed. However, public access programming can lend a valuable hand to an organization while building long arms into the community for the access center. This article will share a few lessons learned by staff and producers at the Milwaukee Access Telecommunications Authority (MATA).

**PRODUCING TELEVISION PROGRAMS IS NOT THE PRIMARY GOAL OF A COMMUNITY ORGANIZATION**, but access is a great tool for assisting with its mission. The results justify the effort. Members of the National Federation of the Blind have been producing access programs since the spring of 1987. The work has paid off according to Bonnie Peterson, president of the Milwaukee chapter. "MATA has allowed us to put out something that we wouldn't have been able to afford otherwise. There has been a cost to us for dubbing, transportation, our time,

*Cont. on page 2 "Mission"*



## PALO ALTO UPDATE

by Dirk Koning

Judge Lynch of the United States District Court for the Northern District of California has ruled, in the third of a series of decisions, that franchise fees paid by the cable company are unconstitutional because no similar charge is applied to telephone companies for use of the same rights of way in Palo Alto.

"{W}hile under some circumstances the Cities presumably could charge a nondiscriminatory rent for the use of their rights of way even though the forum is a limited public one...they may not, as here, do so in a way that impermissibly discriminates against speakers exercising protected first amendment rights."

-Judge Lynch, Opinion 20-25

In the first of the 3 decisions so far, Judge Lynch ruled that the City had to issue franchises to applicants

willing to meet constitutional franchise conditions. The second decision found universal service, system design requirements and access unconstitutional. Now franchise fees are challenged, but realize that the decision is based on relative circumstances (no fee to phone company) not absolute abandon.

Don't sweat this yet. Judge Lynch is in direct conflict with another decision by his colleague in the same District. Judge Schwarzer ruled that the franchise fee charged by Santa Cruz was constitutional. Judge Lynch is also running head-on into the Cable Communications Policy Act of 1984 which he failed to even mention in his lengthy opinion. Word has it a satirical bumper sticker has surfaced in Palo Alto that simple states; Lynch, Lynch



## *From The Chair...*

*Sharon Ingraham Chairperson of the NFLCP*

It looks like 1988-89 should prove to be a very interesting year for the NFLCP and its supporters. In past CTR's, I've discussed some of the new ideas for the convention, public policy strides and putting the fiscal house in order. Well, even as we move ahead in those areas, the new Board of Directors is approaching NFLCP management and services with a eye toward preserving the best from the past and shaping a vigorous, prosperous and far-reaching organization for the future.

Immediately preceding our October board meeting, the NFLCP Executive Committee, accompanied by Michael Meyerson and Joe Van Eaton made a trip to NCTA headquarters, for the first of what we hope are a series of discussions with representatives of the cable industry. Present at the meeting were officials from the NCTA and three MSO's: TCI, Cox and Continental. The cable company representatives voiced strong support for the PEG access provisions of the Cable Act, citing the business and community service value of local programming. A wide range of other topics, such as telephone company entry into the cable market, franchising issues and controversial programming were touched on. We hope to continue these discussions on both a formal and informal basis and will keep all of you informed of the results.

The actions at the October board meeting showed that this board is willing to do preplanning. For example, action items must be circulated in advance in order to make the next agenda. The Board passed another tight-belt budget for 1989, with a healthy line item for debt reduction.

*Cont. from page 1 - "Mission"*  
etc. but what we've gotten is people's respect. The visual message has a certain amount of credibility that makes the message more powerful than in print."

Developing a stable base of organizational users requires identifying, analyzing, recruiting, training, continual nurturing and retaining of the group.

**ANALYZE YOUR COMMUNITY AND SET PRIORITIES.** Identify the organizations in your community. What services do they provide, who do they serve and how many do they serve? You may want to group agencies together by type of service (i.e. youth, health, labor, economic

development). Outreach is a continual effort but requires priorities. MATA initially developed eight criteria to use: strategic or political importance, potential productivity, representative diversity, broad-based constituency, geographic importance, return on investment (sure programs), potential for self-sufficiency, and visibility for the access center.

**DEVELOP A PLAN FOR CONTACT.** Access staff, planning to approach an organization, should plan to follow through and be sure they can deliver. When can you offer training, who will provide the training and how often.

Does someone on staff or another producer know someone at

the organization? Personal contacts are your best 'in'. The success of an organization's involvement is usually due to one or two inside motivators who can recruit others, see the value of programming and see the need a new approach to their work. Maybe they like to tinker with technology. Look for these leaders and when you spot them, grab 'em! Support from the organization's executive director is critical. Most E.D.'s will not produce video tapes but they may recommend people and their vision of application is valuable. Of course don't forget about staff release time to facilitate production. Also think broadly about possible users. They may be staff, board, volunteers, clients or friends. People affiliated with organizations have appeared as talent on other programs. Sometimes those appearances are the beginning of our outreach efforts with new organizations.

**ORGANIZE THE FIRST PLANNING MEETING.** Do you want to go to their facility first or begin with a tour familiarizing the organizational representatives with your facility? Use the early planning meeting(s) to present access, explore the organization's needs and potential uses and develop a plan for moving them through training into their first production.

Motivations for use may include fundraising, public relations, marketing services, video courses, staff development, issue awareness, use with clients, skills training, reporting or historical archiving.

Turning Point School in  
*cont. on page 4 "Mission"*





*Community Television Review* is published by the National Federation of Local Cable Programmers. Send subscriptions, memberships, address changes, and inquiries to:  
NFLCP P.O. Box 27290, Washington DC 20038-7290, (202) 829-7186.

Subscriptions come with annual membership in the NFLCP: Charter Life \$608, Patron \$120, Professional \$60, Student \$42, Community Associate \$42, Limited Income \$25, Introductory-Non-Professional \$15, Library \$108, Educational Organization \$108, Non-profit organization \$108, For-profit organization \$180. Subscription only may be obtained for \$12 for individuals, \$20 for libraries, or \$30 for organizations.

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Bulk orders for additional distribution outlets are available on a case by case basis. Contact CTR for rates & delivery.

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## *See the Best of Local Programming by ordering your copy of the 1988 Hometown Awards !*



*VHS Copies are available from the National Office of the 2-hour awards program seen across the country on The Learning Channel. Order yours now, only \$30.00 per copy. Program may be cablecast on non-commercial channels.*

## *Management Consulting Report Under Review*

*by Sharon Ingraham*

Many of you are wondering what the status is of the executive director search and how the national office and the organization will continue to function in the near future. Here are some answers.

In July, the Board of Directors discussed the recruitment process and realized that we needed to provide any incoming executive director with a clean house. By that, we meant clear and consistent financial figures, a fairly well organized national office, including creation of improved files and records, an accurate membership list with user friendly software, improved in-house financial records, proposed staffing plans, etc. This document would also give the board a clear picture of what sort of staff, with or without an executive director, we can afford. The report also was meant to include recommendations for additional finance policies, including more stringent internal controls.

The Board of Directors effectively suspended the E.D. search until such information and cleanup plans were researched and, if necessary, implemented. The board contracted with Jan Leshner Ireland of Impact Communications, who is also past chairperson of NFLCP to work with me, as chairperson, in order to develop such a report.

Jan issued her portion of the report shortly before the October board meeting. At this time, board members are reading it and awaiting Executive Committee analysis and recommendations on the report. What we have to do is decide how the recommendations fit into existing policies and, given the financial projections, what staffing plan we are most comfortable with.

In the meantime, Membership Manager Reginald Carter has been authorized to add an additional half-time person in the office. I will continue conducting day-to-day management, along with the other three members of the Executive Committee, Alex Quinn, Jewell Ryan-White and Alan Bushong. In addition, we are contracting out major services such as the convention, Hometown and CTR.

Once the evaluation is complete, we will move forward quickly to implement a more permanent staffing plan for the national office, one that is carefully balanced between member needs and available funds.



*cont. from page 2 "Mission"*

Milwaukee has been producing with teenagers since 1986. "With these kids the confidence building is incredible," according to Smith. "Also the tapes are often shown at Board meetings to keep them abreast of school activities." The school's latest effort, interviewing ex-drug dealers, is providing an education for both the student producers and the public.

The programs of the National Federation of the Blind, produced by a visually-impaired crew, have encouraged greater respect for the blind and allowed them to present information in their own way. Bonnie Peterson points out, "It has allowed us to teach [Braille] an entirely different way. It's a tactile skill and that's how we presented it. Others would have taught it visually." Programs on general topics of law enforcement and public transportation have also given them a public forum to ask officials pointed questions about services for the blind.

**ACCESS TELEVISION IS A FOREIGN LANGUAGE TO THE NEWCOMERS**, so consider your presentation. Programs can be designed for very narrow audiences. The author discovered this on an early access shoot involving mechanical engineers interested in air ducts.

**'DO IT FOR ME' IS NOT PUBLIC ACCESS.** Be clear from the beginning about the role of the organization and the role of access staff so that unrealistic expectations are not formed. Production does take time. Start slow. The organization must be willing to commit to investing in training and production to obtain the valuable



*Ellen Smith, Director of Turning Point, working with student Gerald Terrell*

payoff. In return, the access center is spending the money to provide training and services. Don't hesitate to put a dollar figure on this. Organizations can also use this amount as an in-kind contribution for grantwriting.

**ACCESS CHANNEL BROADCASTS AREN'T THE ONLY OUTLET FOR PROGRAMS.** Milwaukee Associates in Urban Development produced a series of four technical assistance training tapes for non-profits which they now provide as a regular part of their services

**ENCOURAGE PROGRAM PUBLICITY - EARLY.** Audience is important. Access can reach out to a new audience, reach the homebound, provide an opportunity for viewer participation through call-ins, and reinforce the organizational image. Be prepared with subscriber figures, survey results and comments from users like Ellen Smith "We get a lot of feedback. Everyone who has worked on a program has come back saying over and over, 'I can't believe how many people are watching.'"

Begin with one program but think about possible series to create ongoing dialogue with constituents. Let it go and creatively brainstorm program ideas. Start planning the first program before training; it will make the training more real and help ensure continuity. That first 'big' project should be a little one because it's also a training tape. It is important to have early successes and learn the process of production. Most new producers want to do organizational overviews. Consider exploring only one question, role-playing one service or teaching one skill.

**DEVELOP A PLAN TO MOVE THE ORGANIZATION INTO TRAINING.** Clarify all the steps and anticipated results. Identify the trainees. There will always be some dropouts so try and recruit extras. Encourage at minimum two from an organization; it's more fun and a lot more practical for shooting. Involve the trainees in planning the first program. Set up specific dates. Determine day, evening or weekend availability. Do they need studio or



portable training?

**TRAIN THEM AS A GROUP IF POSSIBLE.** Some participants may have a hard time with a toaster, so it is important to encourage questions and accept differences in learning speeds. Some members may be more adept at one position or another. Feeling comfortable with the equipment will take time. Richard Merwin of the Community Care Organization is working on his third program. "It's been a real challenge. It's also been real interesting and I find I have a different perspective when I watch T.V. I really appreciated the credits at the end of the Olympics!

Use examples and exercises which are fun and relate to the organization's focus (e.g. role playing a work experience). Consider creating exercises which can be used in the first program or cablecast separately like P.S.A.'s or personal statements.

**SET-UP A PLAN FOR SHOOTING IMMEDIATELY AFTER TRAINING.** Incorporate new ideas and finalize the script. Access staff should work with the producers to assess the program plan, shooting schedule, and discuss the site set-up. Shooting ten locations in a day is suicide. One, two, stretching to three is more than enough for a day.

**SEND AN EXPERIENCED PRODUCER WITH THEM ON THEIR FIRST SHOOT.** Encourage questions and feedback. Access staff and the crew should critique the tapes after each shoot. Point out positive aspects and be honest about need for improvement, but be specific about what to change next time. Determine what else needs to be shot and don't

forget to share the excitement of producing television.

Be sure the producers are always moving to the next step. When they are in editing, review the edit script, spend time to ensure they understand the mechanics, look for good edit points and watch the audio. Provide aesthetic tips.



*Bonnie Peterson, President of the Milwaukee Chapter of the National Federation of the Blind, accepting an award on behalf of the NFB production crew.*

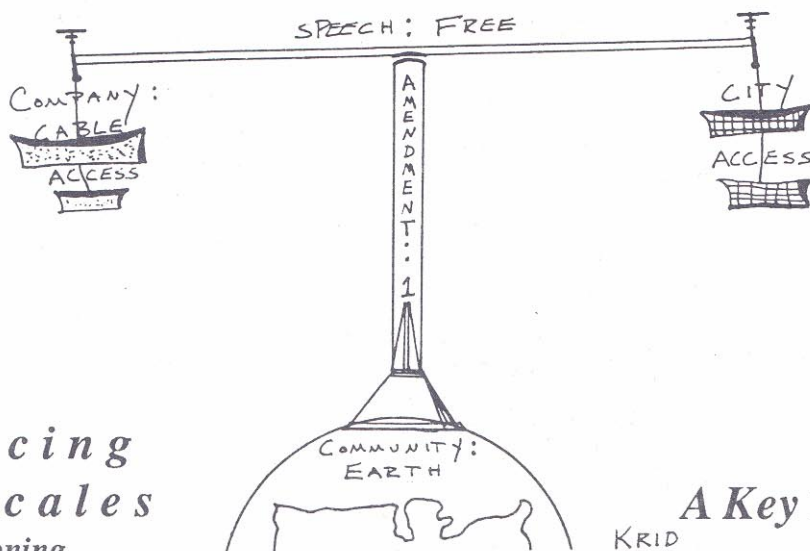
**WHEN THE FIRST PROGRAM IS DONE, EVALUATE, THEN CELEBRATE.** A lot of work goes into a program so don't waste it. Be sure the organization publicizes the program, using their newsletter, creating flyers, sending press releases, hiring a blimp, etc. Set up a viewing party for co-workers, participants, board members and targeted audiences. Make popcorn and send out WORLD PREMIER notices. Holding it at the access center makes the showing an event, gets people out of the office, and introduces potential new volunteers to access. It is important to continuously search for new blood.

**FINALLY, GET THE NEXT PROGRAM UNDERWAY AS SOON AS POSSIBLE.** Follow-up and flexibility are critical to continued organizational use. Community-based organizations

are usually stretched for resources. Encourage alliances with other producers. MATA has had some limited success with Critical Issues Forums. We have invited organizations with a particular focus (youth, neighborhoods, religion) to plan joint programming. It has been difficult to coordinate schedules. Some of the organizations were interested in producing but didn't view co-production as most effective for them. However, a number of these people have ended up appearing on programs and working with individual producers interested in the topic. Alliances have been successful and a good method for sharing work and expertise. The Allied Council for Senior Citizens, Guild for Learning in Retirement, and Sixty-Plus Center co-produced 2 mayoral candidate forums. In Connecticut, the Fair Haven Community Health Clinic, New Haven Legal Assistance Association and Yale School of Medicine teamed up for a weekly series on preventive health and legal education with seniors from elderly housing complexes.

**PUBLIC ACCESS USE BY NON-PROFIT ORGANIZATIONS MAKES SENSE.** However, organizations won't just use something they don't know about; access must be actively promoted, encouraged and nurtured. Organizational use brings a natural viewership which helps ensure survival of access and cable. For the agency, it's low-cost or free, offers exposure and an opportunity to create educational materials not available otherwise. Bonnie Peterson summed it up this way, "Agencies don't have a strong voice. Public access provides it."





## Balancing The Scales

by Dirk Koning

As an inherent by-product of an access center's success comes the challenge to fairly divide resources and equipment among users. While we all realize (see related articles) the crucial importance of ingraining the center in the community by affiliation with long-standing non-profit organizations, complications arise when preferential treatment is granted to any one user group. It is all too easy to justify special assistance to a powerful NPO while independent producers with little political clout end up at the 'back of the line'.

First come, first served, non-discriminatory policies have to be resolutely practiced and guarded to insure long-term survival and broad-based viability. Managers need to insulate themselves from the gladhanding, backscratching, you-owe-me-one circuit. The second you cave in to special treatment you expose your flank to myriad requests that start with...'but you did \_\_\_\_ for so-and-so'.

Most NPO's are in the service business themselves and should understand strict policies based on equal and fair access to services. The tough part arises when you have successfully convinced an NPO of the value of Access TV and they devote a part-time staff member solely to production. I've heard of other instances where an NPO won a grant to allow a staff member to spend a year producing access programs. While I applaud the enthusiasm, I shudder at long-term prospects. How many NPO staff members can you afford to have 'camp out' at your facility? Do other independent producers have the option to be financially reimbursed for their production efforts? Does 'first come...' really apply when someone is living with you?

Cont. on page 8 "Balancing"

## Community Groups: A Key To Successful Access

by Sue Buske

On June 9, 1988, nearly one hundred access supporters flooded City Council chambers in Pocatello, Idaho to speak in support of Pocatello-Vision 12. The Mayor had proposed cutting 50% of the staff funding to use elsewhere in the City. Between 80-85% of those who appeared at that hearing to speak in support of access, represented community groups and organizations.

This incident had a happy ending. The Mayor and every Council member recommended full funding for the channel — and for the first time they spoke of ongoing support for access. In fact, the current Council President who had campaigned on a platform calling for the elimination of access stated: "I think we need a long-term commitment to Channel 12 — Personally, I've had enough of this B.S. every year hashing out the future of Channel 12 and I do not want to lose either its services or that of its employees."

During the past year, access activities in Sacramento, California have been maintained and expanded despite a succession of franchise process-related lawsuits and countersuits. In December of 1987, Sacramento Cable TV and the City and County of Sacramento agreed to an arrangement which transferred all access funding responsibilities from Sacramento Cable to the local government, but at significantly reduced levels.

In March an 11th hour proposal by government attorneys to eliminate all funding for access and a government staff recommendation to reduce previously committed funding levels by 40% was defeated due to **THE TREMENDOUS LEVEL OF COMMUNITY SUPPORT** for access which came from community groups and organizations.

Cont. on page 9 "Groups"





## A TRIBUTE TO PEGGY GILBERTSON

*by George Stoney*

Peggy Gilbertson, who, as coordinator of Knoxville, Tennessee's Channel 20, helped make this a model of the best in Public Access, died of cancer October 19th.

Peggy was a housewife and former school teacher with no formal training in television, when in 1978 she was asked to assume her duties at Channel 20, then housed in, and sponsored by, St. John's Episcopal Church. Her only experience with Access was as a studio volunteer, but she knew her community as only a dedicated church worker, doctor's wife and perennial volunteer for good causes could. She brought to the work a wealth of common sense. Over the years the St. John's studio became a communications hub attracting dozens of groups and hundreds of volunteers.

When re-franchising time came and the inevitable "buy-out" by a new MSO, Peggy and her forces were ready both technically and

politically to negotiate for a model Access agreement. Access would be administered by a non-profit corporation, the City Council chambers would be equipped to double as a studio for public meetings and there would be funds for an additional double studio for community programming in a nearby office building. The original studio at St. John's was also maintained.

Peggy's innovative approach to training quickly became a model as well, one she presented at NFLCP's national convention in Atlanta in July, 1981, in this journal (see CTR for August, '86) and in innumerable interviews with visiting Access enthusiasts who found her down-right practicality and good humor both persuasive and infectious.

Throughout her ten years of trials and crises at Channel 20, Peggy had the devoted support of her three sons and her husband, Robert, who understood the impor-

tance of her work to Knoxville to which he, as a concerned physician, was also contributing so much.

There is a wonderfully heart-warming portrait of Peggy in a film about Cable Access made by IKON-TV of Holland called "Do-her-self-Televisie in Amerike" which also presents the nub of her approach to training and motivating volunteers. Access centers which would like to note her passing might consider playing this tape on their channels. Copies (with an English narration) can be obtained by addressing Channel 20 at 912 South Gay St., Suite 600, Knoxville, TN, 37902, or calling Michael Edens at 615-521-7475.

It is the ultimate tribute that during her long illness there was no letup at Channel 20. Michael and his 2-person staff help cablecast on-going series and within the last six months have increased on-air time from 43 to 63 hours per week.



Cont. from page 6

## "Balancing"

Depending on your structure, the City can be your worst offender especially if you are an NPO dependent on city funding. If you are in a post-Act situation, how do you say no to your mayor or council member and stay alive? How thick and how tight is the string attached to your funding, and who has the most strength to yank it? Structure and policy reign. Your structure should insulate you adequately to provide true and fair first come... practices. Policies should direct and enforce your procedures, giving you something to quote when you tell the mayor she's in the wrong line and needs to get in the right one.

If your franchise ends within the next 3 years, you had better make it your top priority. As most of you know, the Cable Communications Policy Act of 1984 allows for a cable company payment of up to 5% of gross revenues to go **directly to the City**. "Do not pass access, do not collect \$200". You must convince the City you are a viable service provider worthy of a percentage of the 5%. Also the Act does not require payments above the 5% to fund access administration (your salary buddy) only voluntary equipment and facility support.

So coming full circle, you see once again the importance of establishing your access center as a crucial and integral part of the whole community. Based on solid structure and fair policies you can practice procedures that indemnify you from heavy-handed approaches for preferential treatment. Television can't be of and for the people if it isn't "by" the people.

## NFLCP PUBLIC POLICY SUMMARY

Developing technologies and applications of communications media have tremendous potential for human development in all communities and nations of the world. The NFLCP is committed to encouraging the fulfillment of this potential. We encourage all efforts within and between communities of all nations to increase and enhance interaction among people and their communities. We oppose any efforts that will place limitations on access to technology, information, or media, or that will arbitrarily define ownership control of transmission systems in a way that will limit access of providers and users of information.

The NFLCP platform is intended to serve as a statement of unity public policy issues that affect local community programming on cable systems, as well as other forms of communications delivery. Second, it will serve as a guideline for NFLCP actions taken on behalf of its members.

1. People need access to cable television and other communications systems to increase and enhance interactions within all communities and nations of the world. The NFLCP encourages efforts within and between communities of all nations to provide and advance free speech and free access to information through public access to cable television and other communications systems.

2. The NFLCP supports government regulation of cable services to ensure protection of the public interest.

3. The NFLCP recognizes the authority and responsibility of local franchisors to negotiate and enforce cable franchises in the public interest. With respect to access channels, local franchisors should a) require the dedication of public, educational, and governmental access channels in sufficient numbers to meet community needs and interests; b) ensure that PEG access programming is available to the public on the lowest cost tier, and actively promoted; and c) provide sufficient resources for public access operations.

4. The NFLCP supports the development of public access activities with the following characteristics: a) public access channels and operating resources are administered by a democratically controlled, community-based, non-profit access organization which operates independently of the cable operator and the franchisor; b) time on access channels is allocated on a first-come, first-served basis, without charge, for non-commercial programming which is locally produced or locally sponsored; c) public access operating resources are allocated on a first-come, first-served basis, for non-commercial programming which is locally produced or locally sponsored; d) the individual producer(s) and sponsor(s) of public access programming retain full editorial control of, and full responsibility for, the content of their programs.

5. The NFLCP supports the use of cable franchise fees for cable-related purposes, i.e., support of PEG access activities, enforcement of cable franchise provisions, and research and development in cable communications.

6. The NFLCP supports the right of every person and organization to lease cable channel time and related services for any legal commercial purposes, without censorship or abridgement, under non-discriminatory terms, and at reasonable rates.

7. The NFLCP supports decentralization of the control of media through legislative and regulatory actions limiting ownership of cable systems by owners of other media, and limiting horizontal and vertical integration of media ownership.

8. The NFLCP supports legislative and regulatory actions which provide PEG access to video distribution systems under any regulatory or legal structure, to ensure that all members of the public will have fair and realistic opportunities to speak, and to hear a diversity of other voices.

9. The NFLCP supports equal opportunity policies in all aspects of cable communications, and advocates affirmative action programs that address employment, ownership, training, physical access, and service delivery.

10. The NFLCP advocates governmental regulation to protect the individual cable subscriber's privacy with respect to viewing practices.

*Copies of the Public Policy Platform are available from the National Headquarters of the NFLCP, PO Box 27290, Washington, DC 20038-7290. Phone (202) 829-7186.*



*Cont. from page 6 "Groups"*

Throughout this difficult period the access corporation worked to mobilize community support. That support came in the form of testimony at public hearings from community groups ranging from the Nor-Cal Center on Deafness to the Urban League. It came in the form of letters to the editor of local newspapers from groups such as the Sacramento Light Opera, the International Television Association and the Legal Center for the Elderly and Disabled. And it came in the form of positive editorials in the local newspapers and a feature point of view article from a consortium of 13 communications organizations.

The result: The passage of funding commitment at the current level plus a CPI-based increase for the next three years.

THESE TWO EXAMPLES DEMONSTRATE THAT THE SUPPORT OF COMMUNITY GROUPS AND ORGANIZATIONS CAN MAKE A DIFFERENCE — a big difference — for access. Politicians listen when people recognized as representatives of community groups and organizations speak out on access issues. They are aware that these are not just individuals, but people representing many citizens.

For a number of years, those who have had political and community organizing experience have been recommending that access management entities become more aggressive in outreaching to community organizations and groups.

The benefits of such outreach activities are many. For instance, the involvement of a broad base of community groups and organizations can expand the quantity and

diversity of programming on the access channel, creating a programming environment which mirrors the interests, services, and citizens in a community.

Such programming is valuable both to the people who view it and to the groups who are attempting to reach the community with information about their viewpoints.

Making the time to do outreach is often difficult given myriad other tasks that access centers undertake. Often under-funded and under-staffed, it's easy to overlook or place outreach activities on the "back burner". **However, the future of access may depend upon how effective and comprehensive outreach has been.** Access programming and access center services must become an integral part of community life.

It is not always easy to convince community groups to get involved. They, too, face funding and human resource shortages. So make it easy for them. Offer special training just for organizations and groups tailored to their schedules and needs. Organize your volunteer pool in a manner through which you can readily identify trained volunteers who may be willing to help a group produce their first program.

Frequently, access corporation board members have served on the boards of other groups in the community. Enlist board members as part of the outreach effort.

In addition to programming, outreach can also result in a number of other positive outcomes. If your access operation is known to other community groups and organizations you may be able to

benefit from some of the services those groups provide.

For instance, your local R.S.V.P. program or sheltered workshop may be able to help you with your mass mailing.

By becoming a host worksite for persons convicted of crimes such as D.W.I. (Driving While Intoxicated), you may be able to benefit from the skills of a wide variety of persons who are required by the courts to perform volunteer community service. The access center in Grand Rapids, Michigan participates in such a program. Executive Director, Dirk Koning, indicated he was able to interview and select the persons he felt were most appropriate to the access environment.

Frequently, local agencies which coordinate volunteers are looking for non-profit groups which provide a unique volunteer work environment. Access centers fit squarely into this category.

Another benefit of developing a broad base of community organizations and groups as access users is increased viewership. Each time a new group gets involved in access you can gain a multitude of new viewers. Initially, viewers associated with a new access user group may only watch their group's program, but once they see the other community programming on the channel, such viewers are more likely to stay with the channel.

The viewership impact of community organizations has been identified by results from numerous audience measurement surveys which have been undertaken in cities across the country. These

*Continued on page 11 "Groups"*



## Short Notes and Announcements...

### MARK YOUR CALANDAR NOW...

The local planning committee for the 1989 National Convention welcomes your suggestions and comments. contact **Barbara Dickson**, (214)-361-3060 or **Kathy Blaylock**, at (214) 620-2622. This years convention will be held at the Fairmont Hotel in Dallas July 13th-15th, 1989.

**Notice to all you organizers...**when you have regional conferences, festivals, plans, special events, or other announcements, please let us know well in advance so we may list them in **CTR**. Our publication is bi-monthly and we need the submission one month prior to the date of publication. The next issue is Jan/Feb, which means we need to have your material by **Jan. 6**. Send information to CTR, 3004 Aquila, Tampa, Florida 33629.

**Bulk orders of CTR are now available** to access centers and other member organizations for distribution to their mailing list. The publication can be sent out as a regular or special benefit in addition to normal mailings. You may also use them for volunteer benefits, membership solicitations, local advocacy efforts, or to just have them around the center for distribution. The cost is determined according to quantity, and is passed on to member organizations as cheaply as possible. Contact CTR for details and delivery.

### HOMETOWN AWARDS AND KEY-NOTE SPEECH AVAILABLE

A second run of VHS Copies of the 1988 **Hometown Awards** and the Keynote speech by **Steve Tuttle** will be dubbed for distribution. The Hometown Awards are on one tape, and Tuttle's keynote speech is on a second tape. Each tape is \$30.00 (\$58.00 for both). Those requesting copies of the tapes should contact the National Office. Please send your order and payment in writing stating which tapes you wish to receive. **The tapes may be cablecast without further clearance.**



### HOMETOWN '89 INFO SOON !

All you producers out there waiting to find out the scoop on when we'll be submitting entries for next year...your entry forms/posters will be mailed shortly after the first of the year. Deadline for submissions will be mid-March, 1989.

The National office quite often gets requests for **free programming sources**. In an effort to solve that problem please list any bicycling networks or groups on the **Electronic BBS**. We will copy them off and make a reference guide that we can refer to and pass out to members. Hopefully we can keep up with all the updates. Free programming is on the minds of many of the members.

The **Center for Peace Education** in Cincinnati, Ohio is looking for tapes of-by-and about nuclear Weapons Facilities and people organizing to clean-up and/or shut down those plants. We have available a tape on the Fernald Weapons Facility to exchange. We are especially interested in tapes about the Hanford, Washington-Rocky Flats - Savannah River Plants or other facilities in the nuclear weapons cycle. Replies can be sent standard mail to:

Center For Peace Education  
103 William Howard Taft  
Cincinnati, Ohio 45219  
Phone 513-221-4863.

**Videographer Needed** for a documentary: The Waterways of North America. Requires: Sound academic background; Recent (1985-87) college/university graduate OR current graduate student OR current senior who will graduate in January 1989; **WORKING KNOWLEDGE** of 3/4" equipment; Have a current VIDEO reel of documentary-type or dramatic-theme program. Contact : **SCOTT CRAIG PRODUCTIONS** 701 West Willow Street, Chicago, Illinois 60614 Deadline for applications is **December 30, 1988**.

### RFP's Available for CTR production...

Request for Proposals for production of CTR are currently being distributed. Those wishing to respond should contact Dirk Koning at GRTV, 50 Library Plaza N.E., Grand Rapids, Mi. 49503. phone # 616-459-4788.

## DEANNA KAMIEL WORK NOW AVAILABLE

Those attending workshops in "Structuring the Documentary" given by George Stoney will be pleased to know that six programs directed by Deanna Kamiel are now available for purchase from Intermedia Arts Minnesota. Stoney often uses the programs as models during his presentations.

"These tapes are not only fine examples of television", says Stoney, "their length —about 8 minutes each — and their story-like construction make them ideal teaching aids. The camera work by Peter Ownscomb belies the common belief that film is the only medium for cinematography of first quality and also that the small screen of television cannot convey wide open spaces. Kamiel's interviewing techniques are appropriately varied. Her role as the interviewer as enthusiastic listener is repeatedly demonstrated."

"Perhaps the thing I appreciate most about Kamiel's work," says Stoney, "is her ability to find appropriate visual metaphors for abstract ideas and to encompass in eight minutes the significance of a lifetime of work."

The six items are packaged in two cassettes: (1) **VISIONS OF HOME** includes visits with the two poets and essayists, Patricia Hampl and Paul Gruchow, and a stop at Mickey's Diner in Downtown St. Paul. (2) **VISIONS OF CINEMA** includes talks with Joseph Mankewicz, Jonathan Demme and Jean-Luc Godard. For further information, address Intermedia Arts, 425 Ontario St., SE, Minneapolis, MN, 55414, phone 612/627-4444.



*Cont. from page 9 "Groups"*  
surveys indicate that access viewers are more likely to be active with civic and community groups than non-access viewers who are cable subscribers. (ACCESS VIEWERSHIP SURVEY STATISTICS HAVE BEEN AND ARE BEING COMPILED BY: PROFESSOR FRANK JAMISON, WESTERN MICHIGAN UNIVERSITY, 616-387-5000.)

A second benefit of involving community groups was illustrated through the two examples at the beginning of this article. When access is threatened, community groups will speak loudly in support if they have been involved as users and viewers, and both city

officials and cable company officials tend to listen.

A third benefit is funding collaborations. In one community in which the access center had been very active with community arts organizations, the state arts council became very interested in the positive outcomes of that programming and approached the access corporation indicating they would be interested in funding them to produce a regular series of arts programs to be distributed statewide.

In another community, an access corporation and a local AIDS education organization submitted a joint proposal to a regional foundation to fund a series of AIDS

educational programs to be cablecast on the access channel.

The opportunity for funding collaborations between access and community groups is endless. But in order for such collaborations to be possible, the access channel and center must first be known to and used by community groups.

Access channels and centers must become vital and visible communication resources in the community if they are to survive on a long-term basis. Experience has shown that a positive relationship between access and the groups and organizations in a community is a critical ingredient for the long-term survival and success of access.

## **NFLCP Electronic Bulletin Board Service - Check It Out...**

*The following messages are taken from the Electronic Bulletin Board operated by the NFLCP. Access to the information-base is by computer and modem, and is free to all members.*

**Message 3311** was entered on 11/25/88 at 12:50 AM From GREG SMITH about RESOURCES LIST: I'm interested in assembling a list of other computer communications resources for access people, to post in our (I)nformation section here. I have only limited knowledge of what might be out there, so this will have to be a cooperative effort supported by the other users here. I'll edit the material into a coherent listing and try to keep it updated, but the raw data will have to come from you. Here are some examples — not an exhaustive list by any means — of the type of listings I'm looking for: other BBS systems that might cover local communications material; information on bigger systems like The WELL or Peacenet that might be interesting to NFLCP members; areas of the commercial systems (like the Broadcast Professionals Forum or AEJMC Forum on CompuServe) related to electronic communications; topics on the national networks (Usenet, uucp, Internet, FIDO/Opus, Bitnet, ARPAnet, etc.) that are

relevant to community programming, cable business & technology, LPTV, broadcasting, communications law, etc.;

If you know about anything available by modem that is at least peripherally related to cable programming, tell me about it. Include a brief paragraph describing the information available, another on how to access the resource (especially including costs), and any relevant names, addresses or access numbers. Thanks in advance for anything you can come up with.

**Message 3282** was entered on 11/13/88 at 12:11 PM. (Read 19 times) (Received) From MITCH KAZEL to JOANNE BANDLOW about #3048 / AMIGA GENLOCK SYSTEMS: Hi! We (University of Illinois Department of Journalism) recently purchased an Amiga 2000 with a SuperGen. Last Friday, Greg Smith and I connected the system up to the Grass Valley switcher at our studio. The 35ns delay in the SuperGen resulted in the image coming into the switcher being about 45-degrees out of phase. Progressive Image Technology suggests purchasing their SG-1000 Source Synchronizer for \$499.95 to correct the SC/H phase problem. Would you happen to know of any less expensive solutions?

**Message 3286** was entered on 11/14/88 at 12:33 PM. (Read 23 times) (Received) From JOANNE BANDLOW to MITCH KAZEL about #3282 / AMIGA GENLOCK SYSTEMS: I assume you refer to 45 degrees out of subcarrier phase.... one way around it is to ADD another 315 degrees of delay to get back to 0 degrees subcarrier delay. Using RG-59 cable, you get a delay of 2 degrees per foot at 3.58 mhz. Thus you'd need about 157.5 feet of RG-59 inserted in the path. Good luck! , joanne

**Message 3297** was entered on 11/17/88 at 12:19 PM. (Read 19 times) (Received) From MITCH KAZEL to JOANNE BANDLOW about #3286 / AMIGA GENLOCK SYSTEMS Thanks for the help. I think we'll be giving that a try in the next few weeks. I'll let you know what happens.

### **\*\*\* BBS SYSTEM NEWS\*\*\***

Here are some ways to reach the system operator of the NFLCP Electronic Bulletin Board Service. You might want to write down these numbers:

**NFLCP BBS c/o Greg Smith**  
917 W. Columbia Ave.  
Champaign, IL 61821  
(217) 352-9655 (voice only)  
(217) 359-9118 (this BBS)



# Give the Gift that Keeps On Giving!

*This season, treat your Friends, Loved Ones, Fellow Access Producers, Access Volunteers, and Mere Acquaintances to an introductory one-year membership in the NFLCP.*

*Give Contacts, Information, Advocacy, and real benefits all year long...*



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<input type="checkbox"/> Introductory	
<input type="checkbox"/> Non-Professional	\$15

## ORGANIZATION

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<input type="checkbox"/> Educational or Library	\$108
<input type="checkbox"/> Non-Profit	\$108

## Government Entities

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<input type="checkbox"/> Under 100,000	\$120

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cable company operated access and L.O.	
<input type="checkbox"/> Over 50,000 subs.	\$720
<input type="checkbox"/> 10,000-50,000	\$480
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